

**City of Milpitas  
Economic Development Commission  
Monday, July 7, 2003**

**UNAPPROVED MINUTES**

**1. Flag Salute**

Commission Chair Diane McDonough called the meeting to order at 6:00 p.m. and led the Commission in the Pledge of Allegiance.

**2. Roll Call**

The following Commissioners were present: Dr. Karl Black, Dhaval Brahmbhatt, Frank De Smidt, Ray Maglalang, Diane McDonough, Donald Peoples, Michael Pham, Vincent Songcayawon, Christie Gammon (Alternate No. 1) and Tomo Tuong Nguyen (Alternate No. 2). The Chair appointed Commissioner Gammon to sit on the Commission in place of Commissioner Gigantino.

Mayor Jose Esteves was present.

City staff: Thomas Wilson, Joe Oliva, Tambri Heyden, Kristina Lawson, and Cindy Maxwell.

**3. Announcements**

Commissioner Maglalang announced that Neighborhood Night Out would be August 12 and encouraged everyone to participate. Commissioner Peoples announced the Downtown Association would hold their Neighborhood Night Out on August 7.

Cindy Maxwell, Analyst, announced that the City Council considered the Commission's recommendation on the online property program and approved its implementation on July 1. She distributed the Commission's revised bylaws and said they were tentatively scheduled for Council review on August 5. She indicated she would email information about how to get a City identification card and would advise everyone when the business cards are ready.

Commissioner Nguyen reported that he attended a focus group held by San Jose Economic Development and submitted handouts to be distributed to the Commission. Commissioner DeSmidt reported that the San Jose Mayor would be holding a series of meetings on what San Jose can do to create a friendly business environment and suggested that interested Commissioners attend. He provided a copy of an article and asked that it be distributed to the Commission. He also listed economic development activities pursued by the city of Palo Alto.

There was general discussion regarding the large number of educational opportunities in economic development. Commissioner Brahmbhatt announced that Menlo Park was hiring an Economic Development Manager.

**4. Certificate of Appointment**

Mayor Esteves presented Commissioners Maglalang and Gammon with their Certificates of Appointment.

**5. Minutes**

**Motion** to approve the minutes amended to show the start time as 6:00 p.m. rather than 7:00 p.m.

M/S: Black/De Smidt

Approve: Unanimous

**6. Citizens Forum**

There were no comments from the public present at the meeting.

**7. Approval of Agenda**

**Motion** to approve the agenda as revised to have Commissioner Maglalang's report under Other Business moved to precede agenda item no. 10 (workplan process).

M/S: Maglalang/Brahmbhatt

Approve: Unanimous

**8. Conflict of Interest**

City Attorney Kristina Lawson distributed a memo regarding conflict of interest issues. She provided an overview and encouraged Commissioners to contact the City Attorney's office if there is a question regarding potential conflicts. Commissioner Songcayawon was advised to contact Ms. Lawson to discuss concerns about property ownership and his role on the Commission. Commissioner Peoples stated that it should be acknowledged that all members have an inherent conflict of interest with their work on the Commission. He noted the importance of Ms. Lawson's point that members are not subject to the Political Reform Act because they do not meet the definition of a "public official".

Mr. Wilson emphasized that Commissioners are not public official and have no authority to make final decisions. He noted that Commissioners should be sensitive to situations that may have potential to create a public perception of conflict and to contact the City Attorney's office for clarification. It was suggested that Dr. Black review his role with the City Attorney since he is a public official for another agency.

**9. Briefings**

Tambri Heyden, Planning Manager, introduced herself and described Milpitas' organization of the planning function, explained the use and function of the

General Plan and Zoning Ordinance. She distributed and reviewed the economic development policies from the General Plan and a table of current land development projects. Ms. Heyden described current projects to develop a Precise Plan and a Transit Area Plan. She also distributed and reviewed demographic information regarding Milpitas.

Joe Oliva, Transportation Planner, described his professional background and reviewed major transportation agencies, current construction projects and planning activities for transportation projects. He answered questions regarding the widening of Calaveras Blvd., parking at BART stations, Stage C and HOV lanes for the I-880/237 interchange, BART schedule and the I-680/880 cross connector study. Mr. Wilson discussed parking concerns on Main Street and in the Midtown area.

#### **10. Other Business**

Commissioner Maglalang reported on the "Warming California's Business Climate" conference that he attended. He distributed a handout of materials from the conference and asked staff to obtain registration information for the Commission and agenda discussion of a forum called "Projections: Silicon Valley 2004". Conference topics included City permit facilitation, energy issues, workers compensation, and decreasing lease values. The lunch speaker was Norm Mineta who addressed concerns about the security industry.

Commissioner De Smidt commented on the State's financial ranking and asked that the Commission's future workplan include advising the City Council on legislative issues. Mr. Wilson noted that the City Council was very actively working on legislative issues related to economic development and municipal finance. He noted the seriousness of workers compensation and energy issues to the business community. Commissioner Brahmbhatt stated that California is one of the least-friendly states to business and inquired about the certification of women and minority-owned businesses. Mr. Wilson noted that the State provides the certification for those businesses.

#### **11. Work Plan Process**

Ms. Maxwell reviewed a proposed process for developing the Commission's workplan. Commissioner Maglalang asked that the Commission also take on a short-term project similar to the city of San Carlos' quality assurance program in the Building Department. Commissioner Black stated that the Commission should complete their SWOT analysis before any type of customer surveying. Mr. Wilson indicated a briefing by the Building Department might be helpful for the Commission.

Commissioner Peoples suggested that subcommittees be formed in the near future to focus on specific issues. He added that the Commission should

measure how the City is progressing economically over time. Commissioner De Smidt asked if the proposed schedule could be accelerated. Chair McDonough noted that the SWOT analysis was needed before short and long-term goals are identified.

Motion: Approve the draft workplan development process allowing the flexibility for the Commission to pursue a short-term project at any time during the process.

M/S: Songcayawon/De Smidt

Discussion on the motion: Commissioner Songcayawon emphasized the importance of pursuing short-term projects that may arise. Chair McDonough suggested a subcommittee could focus on energy issues and alternative power sources. Commissioner Nguyen noted it would be helpful to see some other economic development plans. Mr. Wilson suggested that the Commission needed more briefing on the City's recent economic development efforts and that a subcommittee could focus on potential short term projects. Commissioner Brahmbhatt asked that subcommittees be identified at the September meeting. Commissioner Pham stated that the Commission needed a workplan before subcommittees are identified.

Commissioner Maglalang called for the motion. Ayes: Unanimous

## **12. Adjournment**

Prior to adjournment, Richard Ruth, 1673 Quail Drive, submitted his proposed model work plan for economic development. The Commission thanked him for his efforts and for his interest in the Commission's work.

The Chair adjourned the meeting at 8:25 p.m. to August 11, 2003 at 6:00 p.m.

Respectfully submitted,  
Cynthia Maxwell, Principal Analyst